

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

Facter Direct, LTD

11500 West Olympic Blvd., Suite 540

Los Angeles CA 90064

Name and Address of Charitable Organization:

CT No. 89205 F.E.I.N. No. 131623829

American Society For The Prevention Of

Cruelty To Animals, The

424 East 92nd Street

Address of Charity

New York NY 10128

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing held (on) (from) 1/1/2003, 20 , to 12/31/2003, 20
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)
If other, provide brief explanation _____

Fee ☒ Percentage ☐
Other ☐

1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

263,444.00 A.
____ B.
____ C.
____ D.
____ E.
____ Fa.
____ Fb.
____ Fc.
____ Fd.

G. TOTAL REVENUE

263,444.00 G.

2. EXPENSES

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

____ A.
____ B.
____ C.
____ D.
____ E.
____ F.
____ G.
____ H.
____ I.
____ J.
____ K.
____ L.
____ Ma.
____ Mb.
____ Mc.
____ Md.

N. TOTAL EXPENSES

167,745.00 N.

PLEASE SEE ATTACHED
BREAKDOWN OF EXPENSES

RECEIVED

APR 12 2004

Attorney General's
Registry of Charitable Trusts

RECEIVED

FEB 17 2004

Attorney General's
Registry of Charitable Trusts

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES**2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12588)

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3. Amount to Charity (subtract line 2N from line 1G) 95,699.00 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) — 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) — 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 95,699.00 6. ✓
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?
☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Printed Name

Title

Date

Thomas Siegel

CFO

1/7/04

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

STEPHEN EUDENE

SR VP CFO

1/21/04

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

Jo Sullivan

SR VP Development

1/21/04

Facter Direct Ltd
Campaign Expense Allocation

	\$	167,745.00
Printing	\$	3,895.14
Postage	\$	9,821.09
Telephone	\$	9,227.66
Payroll	\$	57,430.15
Employee benefits	\$	4,271.81
Rent	\$	9,162.56
Office manager	\$	19,882.88
Utilities	\$	2,093.43
Equipment	\$	2,027.08
Recruitment	\$	1,427.89
Computer Programming	\$	1,212.82
Office expenses	\$	37,776.73
P.S. Fee/Profit	\$	9,515.76
Total	\$	167,745.00